



Building Talent Through Coaching Excellence

A Workshop for Leaders

"Most classes you only get one or two "nuggets," but this was a truly "entire" experience." - Past Participant



How You Will Benefit...

- ◆ Build the leadership bench with stronger leaders
- ◆ Make useful distinctions between average, good & great coaching
- ◆ Apply the skills directly and immediately to your team
- ◆ Learn the on-the-job coaching applications for developing leaders & teams



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Some thoughts on coaching...

Coaching is conversation-based personal and professional development. A coach listens deeply to the story and finds the patterns and the array of inner and outer resources available to the coachee. A learning contract is set. A good use of time is often spent managing resistance: how the old patterns that once worked now get in your way.

It is a dance. The client stays in the lead, much of the time, and the coach leads as necessary. Evaluation is constant. Energy is crucial. Sessions are not always charged and lively, but they often are. Sometimes repetition and hard work are at the forefront in changing patterns.

Coaching is hot, but not for all the right reasons...

In case you haven't noticed, many organizations are using coaching now as a way to help develop their leaders. There is good news here because coaching is effective, customized, and gets results.

Some of the bad reasons, however, are that coaching is seen as remedial or is offered only to the superstars as a retention strategy. While neither of these reasons are wrong in and of themselves, coaching is effective in more than the extreme instances. The many solid leaders and managers found somewhere between super performers and those on their way out the door are the bread and butter of the organization. Those are the people without which the superstars can't operate. They take the organization to the next level by raising their own game.

“Coaching helps everyone, from apprentices to journeymen, on their way to mastery...”

—John Schuster

Who will benefit from this workshop...

- ◆ Leaders who must retain top talent and influence others through growth, change or organizational challenges
 - ◆ Human resource personnel tasked with the responsibility of talent management, development and retention
 - ◆ Leaders who must identify and develop new leaders within their organizations
 - ◆ Management who must improve the performance and effectiveness of their people
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Workshop Overview

This high participation workshop provides a strong foundation for leaders on which to develop a deep understanding of the roles and methods for achieving the highest standards of coaching for talent development.

Whether veteran or first-time coach, you will find these methods highly effective in your role as leader and transformational for those you coach.

The content we will cover:

- Philosophy and Roots of Coaching
- Leadership and the Role of Coaching
- Review of effective coaching concepts, models and their strengths
- Integral Skills for Coaching:

Pacing, problem solving, listening, feedback, authority & responsibility, surfacing strengths & shadows, emotional & social intelligence

- Coaching Challenges:

Resistance, trust, ownership, accountability, openness, boundaries

Take advantage of these value-added options for building your coaching strengths...

- 60-day refresher half-day workshop and reunion
- Follow-up coaching to ensure your continued development and success

Book and Materials

Some pre-reading is required. Workshop fee includes a copy of *Hum-Drum to Hot-Diggity on Leadership* by John Schuster, from which you will be assigned three short and provocative essays on human and organization development. Required reading takes about 30 minutes, unless the whole book interests you. (and then you can read as long as you want). Essay titles include: “Leading with Heart”, “Manager of La Mancha” and “Time Out.” Also included is the Leadership Strengths Inventory which provides an in-depth look at strengths and shadows that impact coaching effectiveness.

“Coaching is the ability to create a conversation that brings out your best thinking...”

-Patricia Kane

“Loved the coaching model...the opportunities to practice, the on-the-spot coaching when John stopped us. Loved working with others...the variety of pairs, triads, home groups, whole group.”

- Past Participant



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The Workshop Experience:

Intimate Setting

The group will be intentionally small and optimally designed for maximum learning. An innovative blend of techniques and methods will keep the participants on their growth edges, while safe and motivated to learn more. Watching your progress in the practice sessions creates the lasting memory of how acquiring coaching skills is both doable and repeatable.

“Liked the balance of content and practice....the fact that even though we were on a time schedule, never felt we were rushed or that questions could not be answered.”

- Past Participant

Workshop Flow

Prior to the workshop: You will complete brief pre-reading materials, pre-assessment, and a short phone conference with one of the coaches.

Day One: We will gather, get acquainted, hear your concerns and objectives and begin our exploration of coaching. You will be paired with another participant for a peer coaching experience. We will review content, business context, models, offer demonstrations and offer multiple opportunities for small group practice and feedback.

Day Two: We will review skills and barriers to coaching, work in small groups on your specific challenges, complete intensive practices in coach-the-coach settings and close with your personal coaching plan.

Workshop Agenda:

Day 1	Day 2
8:30 AM – 5:00 PM	8:30 AM – 5:00 PM
Workshop Arrive 8:30 AM Intro: The Coaching Journey	Leaders Coaching Leaders
Models of Coaching	Coaching Demonstrations & Feedback
Practice Groups	Network Lunch (on your own)
Lunch Provided	Difficult Case Small Group Projects & Practice
Assessments Business Context Practice Groups	Summary, Plan & Close



Bring this Workshop On-Site

Why?

Train your leaders together where and when you choose, with an approach customized to your objectives. *Leadership teams who train together... implement, support and grow together.*

- Develop a coaching culture within your organization - share common language, best practices and focus results.
- Address challenges and issues specific to your organizational strategies, environment and performance needs.
- Schedule training for your convenience, at an optimal time to meet competing business needs.
- Reduce travel costs - we'll come to you.

Please call for a no-obligation discussion about your objectives and for further information on options and fees.

Additional Services:

The Schuster Kane Alliance, Inc. has over 25 years of experience in leadership development, process improvement, high-impact communication training, and much more, with clients throughout the US and internationally.

- Leadership Development, Design and Delivery
- Business and Financial Literacy
- Productivity, Process and Performance Systems Design
- Corporate Communication Strategies
- Team Performance Systems
- Communications Training: Presentation and Speaking Skills
- Executive Coaching
- Assessments





FACILITATOR: John P. Schuster, *Founding Partner, Schuster Kane Alliance, Inc.*



John P. Schuster is an ICF-certified executive coach and serves as a faculty member at two coaching certification programs, the Hudson Institute of Santa Barbara and Columbia University. He is a mentor with Merryck and Co., the CEO mentoring firm that began in the UK and Australia. He is the founding partner of The Schuster Kane Alliance, Inc., a consulting firm he started in 1982. Since he founded his business over 25 years ago, John Schuster has helped enterprises in business, government and non-profit environments meet their potential. His company is known for its ability to connect soft people skills with hard business results.

Prior to starting his business, John was the Director of Human Resources for the U.S. Environmental Protection Agency KC, Chicago and Washington, D.C. He was voted trainer of the year by the Kansas City chapter of the American Society of Training and Development. He was a chairman for The Executive Committee, a peer-learning group for CEOs, in both Kansas City and Cincinnati. This was the beginning of his coaching work: regular two-hour sessions with CEOs. It was before the coaching field started and the sessions were called one-on-ones. His firm pioneered the open-book management practices that tie to balanced scorecard work. The business simulation Profit and Cash®, developed to support financial and business know-how in the workplace, has been translated into Spanish,

French, Portuguese, Mandarin and additional European languages.

His books include: *The Power of Open-Book Management* (1996) (Wiley & Sons), translated into four languages, *The Open-Book Management Field Book* (1998), and *Hum-Drum to Hot-Diggity on Leadership* (2001). *Answering Your Call: A Guide to Living Your Deepest Purpose* is his latest book (2003), published by Berrett Koehler, and translated into Spanish and Flemish.

John has a passion for markets that work for everyone and specializes in leadership development and business-smart workplaces. His work has taken him to engagements on three continents. He graduated summa cum laude from Xavier University and received his BA and MA in English.

Clients include: St. Luke's Health System, Sprint Nextel, Lockton Insurance, American Academy of Family Physicians, National Weather Service, Department of the Army and DST.

"John's extensive knowledge and insightful approach to subjects are thought-provoking. He helps the audience challenge itself to think differently about the issues."

—Brad Cloverdyke, American Century

"Love that you were able to address side topics and were relevant to today... appreciated your flexibility."

"Thanks for sharing wisdom/experience/stories. You rock!"

- Past Participants





FACILITATOR: Patricia Kane, President, Schuster Kane Alliance, Inc.

M. Patricia Kane is president of The Schuster Kane Alliance, Inc., a business consulting and human resource development firm she joined in 1986. Patricia assists clients in determining their business development needs, designs the process for achieving the results, administers team-building and management feedback programs, and presents financial literacy workshops. She also coaches and facilitates individuals and groups. Patricia has worked with such clients as American Century, City of Olathe, International Paper, Lockton, and Dallas-Fort Worth Airport, and has worked in the UK and Australia. She implements Business Acumen, Team Building and Communication Training.



Patricia ensures that her clients' passions for work and life are aligned with practical goals, achievable through a doable sequence of steps. Patricia coaches and guides individuals to explore the multiple options they have. She helps people and their organizations get "bottom line results" as they move toward their heartfelt callings, aspirations and dreams. In 2005, Patricia launched her program *Your Next Best Years*®, a 21-hour workshop geared toward professionals who have reached that point in their lives where they ask, "How can I re-invest in my work and life?"

A significant specialty for Patricia is in relationships, as she has coached scores of individuals through the perplexing dilemmas that arise among business partners, bosses and subordinates. Patricia draws upon her 30 years of experience and her innate emotional intelligence to help busy achievers keep the relationships that matter to them working and whole, whether at work or at home.

She is co-author of *The Power of Open-Book Management* and *Open-Book Management Field Book* published by John Wiley & Sons.

Patricia is a coach graduate of the Hudson Institute of Santa Barbara, a certified facilitator from The Association of Quality and Productivity, and a certified assessment consultant with Acumen International and the Insight Institute. Patricia was awarded the first Supplier of the Year of Kansas City by Meeting Professionals International and received certification by the National Speakers Association. She has a Public Relations Associate degree from P. Stevens College in Omaha, Nebraska.

"You managed a difficult feat, moving from just another talented consultant to being a respected and valued "insider" in our organization. One of the most helpful things—you told the truth. I hear positive feedback from all our managers." —Lane Devereux KBLCOM

"Coaching is conversation-based development. How the conversation is created is everything."





Reinforcing Your Investment

The Post-Workshop Refresher: 60 Days Later

Ensuring Skills Transfer and Success

Those who have attended the course are eligible and encouraged to attend this half-day session to review progress against the action plans drafted in the workshop. The opportunity to share experiences, both successes and failures, and to receive feedback, input and coaching from a rich cross-section of fellow coaches and facilitators can prove invaluable. Facilitators will harvest experiences and challenges from the group, answer questions, troubleshoot your situations, offer solutions and demonstrate methods. Additional nuances of coaching skills are discussed. *We have purposely kept the cost of this half-day session low to ensure that you will maximize your learning by attending this optional workshop. Lunch and materials included.* Only \$65

The Six-Month Coaching Package:

This Comprehensive Package includes:

Pre-Workshop Assessment

Workshop

Post-Workshop Refresher

Six Months One-on-One Coaching

You will work with one of our experienced coaching staff throughout your experience. A coach will be chosen based on your specific needs and interests, background, experience and any industry/job-specific requirements applicable. Your coach will work with you to review the results of your assessment, consider additional feedback that you may want to gather and chart a course of action. We suggest an initial meeting with your coach to include two and one-half hours to lay the groundwork. Following that, we suggest a minimum of one 60-minute session per month to work together toward the development of your identified targets. Coaching package includes nine contact hours of one-on-one coaching. Only \$2,395 (save \$925).

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REGISTRATION FORM For organizations with multiple participants, please attach documentation for each participant.

Name	Position/Title
Company	Phone
Shipping Address	City, State, Zip
Billing Address	City, State, Zip

Services	Fees	X # to Attend	Subtotals
Coaching Excellence Workshop	\$ 595		
60-Day Post-Workshop Refresher	\$ 65		
Six-Month Coaching Pkg. (Inclusive)	\$2395		
Subtotals			
Early Bird Discount (per person)	-\$100		
Group Discount (3 or more, per person)	-\$50 each		
Totals			

Payment Information

Charge card Check enclosed Invoice Me

- Visa
 MasterCard
 American Express

Card # _____
Exp Date ____/____

Name as shown on card _____

Signature _____

- Billing Address provided above.
 Bill me PO# _____
 Check *Make Check payable to Schuster Kane Alliance*

Workshop Fee includes: All workshop materials, Day 1 lunch, snacks and beverages. It does not include Day 2 lunch, hotel or travel costs. *Fees are payable in full at registration.* Professional education and training may be tax deductible.

Cancellation, transfer and refund policy: You may send someone in your place. You may cancel with full refund by Sept. 1. If you do not attend, and don't provide notice, you agree to be liable for the entire workshop fee. Please call us with questions: 816-753-7055 and in case of an emergency.

Register by mail at the Schuster Kane Alliance address below; if you have questions or want to register by phone, contact Jan Graves at 816-753-7055 - jgraves@skalliance.com.

The Schuster Kane Alliance, Inc.
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 Kansas City, MO 64108
816.753.7055



John P. Schuster



Patricia Kane

“High credibility, focused, good teaming. Three-part model is worth the price of admission, also, the cross-pollenization of different organizations made this so much richer. Workbook is excellent.”

- Past Participant